

ORDER



KLAS

Orders
Order / Rev: 37127
Alt Order #: 08858019
Product Desc: OBAMA/P/D
Estimate: 1687
Flight Dates: 09/04/12 - 09/17/12
Original Date / Rev: 09/07/12 / 09/07/12
Order Type: GENERAL

Primary AE: Mike Jones
Sales Office: K-WAS
Sales Region: National

Agency
Name: GMMB
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama, Barack D-President
Demographic: A35+
Product Codes: PO1
Priority: LV2
Revenue Codes: AGY, POL, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	75	\$28,435.00	\$24,169.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	75	\$28,435.00	\$24,169.75	0.00
Totals	75	\$28,435.00	\$24,169.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KLAS	30%	\$28,435.00
Market	100%	\$94,783.33

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$23,695.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,739.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	8	09/07/12	09/14/12	CBS This Morning 7-9a CM	7-9a		MTWTF--	:30	4	\$115.00	LV4	0.00	NM	5	\$575.00
CBS THS MRNG-2<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week: 09/03/12		09/03/12	09/09/12	----F--			2			\$115.00		0.00			
Week: 09/10/12		09/10/12	09/16/12	M-WTF--			3			\$115.00		0.00			
2	8	09/08/12	09/08/12		CM	5-7a	-----S-	:30	1	\$50.00	LV4	0.00	NM	1	\$50.00

Order / Rev: 37127
Alt Order #: 08858019
Flight Dates: 09/04/12 - 09/17/12

Advertiser: Obama, Barack D-President
Product Desc: OBAMA/P/D
Estimate: 1687
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS Early Show - Sat. CBS Early Show - Sat.														
CBS THS MRN:SA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1		\$50.00			0.00			
3	8	09/10/12	09/17/12	Live w/Kelly	CM	9-10a MTWTF--	:30	5	\$175.00	LV4	0.00	NM	6	\$1,050.00
Live With Regis & Kelly														
LIVE WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		5		\$175.00			0.00			
Week:		09/17/12	09/23/12	M-----		1		\$175.00			0.00			
4	8	09/10/12	09/17/12	Y&R	CM	11a-12p MTWTF--	:30	5	\$425.00	LV3	0.00	NM	6	\$2,550.00
Young & Restless														
YOUNG&RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		5		\$425.00			0.00			
Week:		09/17/12	09/23/12	M-----		1		\$425.00			0.00			
N 5	8	09/07/12	09/17/12	8 News Now Noon M-F	CM	12-1230p M-WTF--	:30	5	\$175.00	LV4	0.00	NM	6	\$1,050.00
8 News Now Noon M-F														
8-NOW NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1		\$175.00			0.00			
Week:		09/10/12	09/16/12	M-WTF--		5		\$175.00			0.00			
Week:		09/17/12	09/23/12	M-----		1		\$175.00			0.00			
N 6	8	09/07/12	09/17/12	1230-2p Soaps/ LMAD	CM	1230-2p M-WTF--	:30	5	\$300.00	LV3	0.00	NM	6	\$1,800.00
Soaps / Let's Make A Deal (12:30 PM-1:00 PM)														
BOLD&BEAUTIFUL<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1		\$300.00			0.00			
Week:		09/10/12	09/16/12	M-WTF--		5		\$300.00			0.00			
Week:		09/17/12	09/23/12	M-----		1		\$300.00			0.00			
7	8	09/10/12	09/17/12	The Talk 2-3P	CM	2-3p MTWTF--	:30	5	\$275.00	LV4	0.00	NM	6	\$1,650.00
The Talk														
TALK-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		5		\$275.00			0.00			
Week:		09/17/12	09/23/12	M-----		1		\$275.00			0.00			
8	8	09/07/12	09/17/12	Ellen	CM	3-4p MTWTF--	:30	5	\$250.00	LV4	0.00	NM	7	\$1,750.00
Ellen														
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1		\$250.00			0.00			
Week:		09/10/12	09/16/12	M-WTF--		5		\$250.00			0.00			
Week:		09/17/12	09/23/12	M-----		1		\$250.00			0.00			
9	8	09/08/12	09/15/12	Politics Now S Sebelius	CM	Various -----S-	:30	1	\$175.00	LV4	0.00	NM	2	\$350.00
Politics Now S Sebelius (5:30 PM-6:00 PM)														
AVG. ALL WKS/INSIDER WK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1		\$175.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	09/03/12-09/09/12		Politics Now S Sebelius		Various		(5:30 PM-6:00 P-----Sa--	:30	(\$175.00)	0.00	NM		
See MG 9.3														
[due to program change to US Open Tennis - LM]														
3	8	09/09/12-09/09/12		Politics Now S Sebelius		Various		(5:30 PM-6:00 P-----Su	:30	\$175.00	0.00	NM		
Ⓜ MG for 9.1 09/08														
Week:		09/10/12	09/16/12	-----S-		1		\$175.00			0.00			
10	8	09/16/12	09/16/12	Sun 530-6p Ins Ed Wknd	CM	530-6p -----S	:30	1	\$100.00	LV4	0.00	NM	1	\$100.00
Inside Edition Wknd														
AVG. ALL WKS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1		\$100.00			0.00			
11	8	09/07/12	09/17/12		CM	4-5p MTWTF--	:30	2	\$225.00	LV4	0.00	NM	3	\$675.00

Order / Rev: 37127
Alt Order #: 08858019
Flight Dates: 09/04/12 - 09/17/12

Advertiser: Obama, Barack D-President
Product Desc: OBAMA/P/D
Estimate: 1687
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8 News Now 4p M-F														
8 News Now 4p M-F (4:30 PM-5:00 PM)														
8-NOW 430PM<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/04/12	09/10/12	M---F--		1		\$225.00			0.00			
Week:		09/11/12	09/17/12	MTWTF--		2		\$225.00			0.00			
12	8	09/10/12	09/14/12	630-7p Inside Edition	CM	630-7p MTWTF--	:30	3	\$875.00	LV1	0.00	NM	3	\$2,625.00
Inside Edition														
INSIDE EDITION<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		3		\$875.00			0.00			
13	8	09/10/12	09/14/12	7-8p Rotator	CM	7-8p MTWTF--	:30	3	\$1,000.00	LV1	0.00	NM	3	\$3,000.00
7-8p Rotator														
VARIOUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		3		\$1,000.00			0.00			
14	8	09/08/12	09/15/12	Sat 7-8p - ET Wknd	CM	7-8p -----S-	:30	1	\$115.00	LV4	0.00	NM	2	\$230.00
Ent Tonight Weekend														
ENT TONIGHT 60<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1		\$115.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	09/03/12-09/09/12		Sat 7-8p - ET Wknd		7-8p		-----Sa--	:30	(\$115.00)	0.00	NM		
See MG 14.3														
3	8	09/15/12-09/15/12		Sat 7-8p - ET Wknd		7-8p		-----Sa--	:30	\$115.00	0.00	NM		
Ⓜ MG for 14.1 09/08														
Week:		09/10/12	09/16/12	-----S-		1		\$115.00			0.00			
15	8	09/11/12	09/11/12	Tue 10-11p	CM	10-11p -T-----	:30	1	\$900.00	LV4	0.00	NM	1	\$900.00
Tue 10-11p														
UNFORGTBLE-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	-T-----		1		\$900.00			0.00			
16	8	09/12/12	09/12/12	Wed 8-9p	CM	8-9p --W----	:30	1	\$1,300.00	LV4	0.00	NM	1	\$1,300.00
Big Brother														
AVG. ALL WKS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----		1		\$1,300.00			0.00			
18	8	09/08/12	09/15/12	Sat 10-11p	CM	10-11P -----S-	:30	1	\$900.00	LV2	0.00	NM	2	\$1,800.00
48 Hours Mystery														
48HR MSTRY-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1		\$900.00			0.00			
Week:		09/10/12	09/16/12	-----S-		1		\$900.00			0.00			
19	8	09/10/12	09/14/12	137-237a M-F Nate Berkus	CM	137-237a MTWTF--	:30	4	\$20.00	LV4	0.00	NM	3	\$60.00
Elec Play/ET Repeat (1:37 XM-2:37 XM)														
NATE BERKUS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	M-WTF--		3		\$20.00			0.00			
20	8	09/08/12	09/15/12	Sat 1235-135a DaVinci Inquest	CM	12.35a-1.35a -----S-	:30	1	\$25.00	LV4	0.00	NM	1	\$25.00
(12:35 XM-1:35 XM)														
BROTHERS&SISTERS<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----		0		\$0.00			0.00			
Week:		09/10/12	09/16/12	-----S-		1		\$25.00			0.00			
21	8	09/09/12	09/16/12	Sun 105-205a Bros/Sisters	CM	105-205a -----S	:30	1	\$15.00	LV4	0.00	NM	1	\$15.00
Brothers & Sisters (1:05 XM-2:05 XM)														
VARIOUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	-----		0		\$0.00			0.00			
Week:		09/10/12	09/16/12	-----S		1		\$15.00			0.00			
22	8	09/04/12	09/06/12	CBS This Morning 7-9a	CM	7-9a -TWT---	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00

Order / Rev: 37127
 Alt Order #: 08858019
 Flight Dates: 09/04/12 - 09/17/12

Advertiser: Obama, Barack D-President
 Product Desc: OBAMA/P/D
 Estimate: 1687
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CBS This Morning														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWT---		2		\$900.00	0.00					
23	8	09/04/12	09/06/12	8 News Now Noon M-F	CM	12-1230p -TWT---	:30	2	\$650.00	LV1	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWT---		2		\$650.00	0.00					
24	8	09/04/12	09/06/12	1230-2p Soaps/ LMAD	CM	1230-2p -TWT---	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWT---		1		\$750.00	0.00					
25	8	09/04/12	09/06/12	Ellen	CM	3-4p -TWT---	:30	2	\$800.00	LV1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWT---		2		\$800.00	0.00					
26	8	09/04/12	09/06/12	8 News Now 4p M-F	CM	4-5p -TWT---	:30	1	\$900.00	LV1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWT---		1		\$900.00	0.00					
27	8	09/04/12	09/06/12	Letterman	CM	1135p-1237a -TWT---	:30	1	\$530.00	LV1	0.00	NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/03/12	09/09/12	-TWT---		1		\$530.00	0.00					
												Totals	75	\$28,435.00